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ABSTRACT

A study of four European countries (France, United Kingdom, Italy, and Spain) was conducted to gather data on the business start-up process and its impact on the generation of jobs, small business start-up support programs, training and counseling programs, and characteristics of successful business starters. (The original aim of the study was to gather information about the unemployed who start businesses, although such data proved hard to obtain.) Original research and literature searches were used to obtain information. Some of the findings were the following: (1) the total number of businesses started annually in European Community countries exceeds 1 million; (2) these small enterprises account for one-third of all new jobs; (3) a large percentage of the start-ups, including all those undertaken by unemployed business starters, receive financial help from governments, which are allocating substantial sums to these programs; (4) almost half of these newly created businesses fail before the completion of their third year; and (5) effective criteria for selecting the projects to be funded and good back-up training are factors relevant to improving the business survival rate. (KC)

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THE PHENOMENON OF BUSINESS START-UPS

1. INTRODUCTION

The mid-80s saw the beginnings of an expansion in local development programmes, often with the aid of the European Social Fund, which gave a huge impetus to the interest of local development agencies in the establishment of small businesses.

The development-aid structures, which until then had not paid much attention to small projects, began to take a common interest in the possibilities of creating jobs in numbers less than 10 and, in parallel with this, in the setting-up of businesses.

The interest taken in local development helped to upgrade the image of the small businessman and business starter. This change of attitude is having a positive impact both on the variety of aids on offer for starting and building up small enterprises and on the provision of training.

Over the last decade many factors have influenced the growth in the business start-up rate. These include:

- Shrinkage of jobs in large enterprises,
- Status of SMEs as units embodying high flexibility and innovative capacity,

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- Concern to promote policies for the renewal and improvement of the economic fabric,
- Concern to promote job-creating policies to combat unemployment,
- Changing social values and the growing unwillingness of the young to accept the hierarchical structures and limited scope for autonomy in dependent employment,
- Changes in skill and training levels (now higher); a growing number of university graduates faced with a less absorbent labour market,
- A growing decline in jobs: difficulty in finding suitable work.

The contribution to employment of the establishment of businesses is relative. It is recognized that not all business starters are "employers", and start-ups do not therefore have a major quantitative impact on the jobs situation in every country.

They do, however, perform an undoubted role in offsetting job losses, as many start-ups are prompted by the closure of firms or unemployment.

Some researchers in this field have claimed that the large growth in business start-ups is primarily a process involving an "escape from dependent employment" in conjunction with a tendency on the part of large corporations to "externalize" certain stages of production, preliminary work and services with the aim of reducing costs and enhancing flexibility.

It would in any case be interesting to know the extent to which the growth of the self-employed sector has positive secondary effects on jobs, and on this question it seems difficult at the moment to obtain comparable data for every country

Does it go some way at least to offsetting job losses? Or is it a substitution process without any net impact on employment?

2. THE STUDY

During 1990 CEDEFOP carried out a study of the process of setting up businesses, the back-up policies applied and the part played by the training and counselling of the business starter in the success or survival of newly established enterprises.

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This study has at all times received the encouragement and support of the Centre's responsible Deputy Director, Corrado Politi.

Initially, four countries were studied: France, the United Kingdom, Italy and Spain. Next year the study will be extended to the other EC countries, and this Flash is therefore issued in 7 languages (FR/EN/ES/DE/IT/PT/GR) to provide a preliminary picture of the content and purpose of the study.

The original aim of the study was to gather information about the unemployed who start up businesses, considered as a group, and about the way in which training helps these businesses to survive.

The selection of this target was motivated in the first place by the fact that this group was more manageable and often the subject of existing national studies which could provide us with a basis for a comparative approach. Secondly, if we wanted to establish where genuine training schemes for setting up in business had been carried out, we could do no better than choose this group, within which the state was to a large extent funding the start-ups and therefore deeply concerned in their success and profitability.

However, we encountered major problems in obtaining comparable statistics owing partly to national differences in the criteria used for definition, classification and registration.

The same working plan, based on the following points, was used for the four countries:

1. Statistical data on the business start-up process and its impact on the generation of jobs (including business failure rates).

2. Small business start-up support programmes existing in the various countries, considered with regard to funding, provision of infrastructures, access to technologies and, of course, training and counselling programmes.

3. Specific analysis of the provision of training and counselling programmes.

4. Characteristics of the successful business starter based on various researches already carried out in the countries under study.

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The researches in the four countries mentioned were carried out by H. Le Marois ("ESPACE", Lille, France), A. Thomson ("Planning Exchange", Glasgow, United Kingdom), J.M. Prieto ("Técnicas de Formación Empresarial", Madrid, Spain) and D. Speroni ("CENTO SUD", Rome, Italy). The report summarizing the 4 studies was compiled by H. Le Marois ("ESPACE").

Besides these reports, we refer in this CEDEFOP information Flash to other data supplied by experts attending the June 1990 workshop on business start-ups organized at the Centre. These speakers, whose contribution was most useful and informative, are cited in the References. In particular, we have borrowed data from the papers submitted by three speakers: W. Frank (Saarbrücken Chamber of Crafts, Germany), L. Haas (Frauenbetriebe, Frankfurt, Germany) and A. Birch (Nellemann, Copenhagen, Denmark).

3. THE EXPLOSION OF BUSINESS START-UPS

A general perusal of the data on business start-ups in the 6 countries mentioned enables us to evaluate the magnitude of this process over the last 10 years.

The data have to be interpreted with caution bearing in mind the differences in registration and classification criteria already referred to. In Spain, especially, the data may not encompass the whole spectrum of start-ups.

In the United Kingdom 205 000 new businesses were registered in 1987, although the registration of enterprises is not mandatory as long as their annual sales figure is less than £25 000.

Over the last 10 years there has been significant growth in both self-employment and company registrations. In 1989 there were 12% registered self-employed persons, accounting for 3.1 million individuals (an increase of more than a million since 1979). Between 1981 and 1988 self-employment grew from 2 to 3 million persons, equivalent to a mean annual increment of 136 000 individuals. According to our researches, the real figures may well be even higher.

In France 30% of companies had been in existence for less than 6 years in 1987 and were helping to create 390 000 jobs/year, or 20% of new jobs.

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According to our information, there were 2.6 million job-seekers between 1987 and 1988 (10.3% of the working population), of whom between 60 and 70 000 became independent each year by setting up in business.

Businesses established by "unemployed starters" account for a third of the total of approximately 200 000 enterprises set up annually.

In the Federal Republic of Germany the establishment of businesses increased significantly from 1987, between 300 000 and 330 000 enterprises being registered annually since that year (sources: Institut für Mittelstandforschung and Creditreform).

Overall, the contribution of the new enterprises to job creation is positive where these undertakings overcome the high risk of failure during their first three years. The most frequent causes for the failure of businesses during their early years include financing problems, problems in building up a clientele and a lack of knowledge of the sector concerned. The training or ability of the business starter in the areas of marketing, organization and site selection plays a by no means insignificant role.

In Italy the network of small and medium-sized enterprises is an important factor in the vitality of the Italian economic system.

At around 300 000 start-ups a year, the pace at which businesses are established is also very high.

Many initiatives have been launched to support these start-ups backed up by a range of regional legislation, initiatives by partly government-owned concerns (IRI, ENI, EFIM, etc.) and other enterprises like the BICs (Business Innovation Centres) as well as by technology parks. But it is Law 44/86 - the "Vito" Act - which has led to a more systematic effort to coordinate all the initiatives aimed at the Mezzogiorno. The follow-up and evaluation of this legislation, which is still in progress, has already yielded positive results as regards the jobs created by the supported enterprises (about 10 jobs per enterprise) and their survival prospects.

In Denmark very special attention has been given over the last 10 years to small and medium-sized enterprises, and in 1987 the Ministry of Industry launched a general coordinated programme for entrepreneurs, which includes counselling and training as part of a policy for stimulating manufacturing and new-technology companies.

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23 400 businesses were set up in 1986 with an average of 0.7 outside employees (excluding the starter). It is the manufacturing sector which averages most employees per enterprise (3.1 excluding the starter).

In Spain close on 100 000 workplaces were opened in 1988 according to information supplied by the provincial offices of the Ministry of Labour and Social Security.

These start-ups initially created 300 000 new jobs, of which 75% were taken by men and the remaining 25% by women.

Of the total of 100 000 workplaces opened, 80 438 were newly established businesses.

The economic sector exhibiting the greatest activity was the service sector with 62 720 start-ups.

Summary

The details supplied for the 6 countries convey some idea of the scope of the real situation under study.

The figures given for the establishment and opening of businesses can be broadly summarized by observing that a million enterprises are set up annually in just 5 Community countries.

4. BUSINESS FAILURE RATE

Many empirical studies show that a large percentage of businesses have to close during their early years.

Great demands are made of the new businessman, who has to possess the greatest flexibility as regards both his business and the market to be able to respond suitably to basic conditions in a constant state of change.

The essential attributes include the following: an aptitude for management, the control of staff, systematic monitoring of the market and devising marketing strategies; the ability to make the most of direct and indirect subsidies, and a capacity to cope with the constraints imposed by statutory regulations, etc.

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Let us now look at the available information on business failures:

In the United Kingdom the levels of business failure are generally high. The failure rate is around 40% during the first three years. More than 50% of such businesses closed between 1980 and 1984 (source: VAT records).

The sectors with a high start-up rate also tend to have a high failure rate, e.g. trading enterprises, catering/hotels and other services.

In France the category of newly created businesses has the same 40% failure rate over the first three years. Of the 60% survivors about half state that their earnings are less than when they worked in dependent employment. This fact reveals the ambiguity of the term "failure" or "closure" of a business. Many one-man businesses go out of operation because the starter has found a better job. This change of activity cannot in itself be regarded as a failure.

In Germany the failure rate at the end of the first 5 years is between 30% and 50% depending on source. However, the start-up and failure figures have to be treated with a certain amount of caution. According to the Creditreform data consulted during our research, there is a considerable number of fictitious and inactive firms registered solely for fiscal purposes or for wholesale purchasing. (This applies to partnerships but not to the joint stock companies entered in the Commercial Register.)

In Italy no global data on failures are currently available, but the number of businesses failing annually is at present estimated to be around 120 000.

In Denmark the available data indicate a 50% failure rate at the end of 3-4 years.

In Spain there are for the time being no overall studies dealing with failures in general, although we do have details established in a study carried out by the National Employment Institute's Support Service for Business Start-up (SACE - Servicio de Apoyo a la Creación de Empresas) focused on a group of enterprises set up in Barcelona. The information emerging from the study of this group supports the hypothesis advanced in this report to the effect that, within a general support programme, the training of business starters enormously reduces the failure rate.

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The businesses set up by the jobless, involving the investment of unemployment benefits, have exhibited a low failure rate. In figures, only 10.8% of businesses have disappeared (the study relates to the situation at the end of one year).

5. TRAINING FOR BUSINESS STARTERS

Many support programmes for business starters include training and counselling back-up which, while not claiming to be the key to survival, may indeed be seen as a factor which raises the survival rate of newly established businesses. Although to date no exhaustive studies of the effects of these programmes exist, we have been able to pinpoint certain projects which present highly interesting information based on a variety of carefully designed, if necessarily locally conceived, studies.

For the time being we can cite two projects, one French and the other German, conducted over the last 10 years. These studied businesses set up in their respective areas, followed up their development and evaluated the effects attributable to suitable training. The results of the Spanish investigation conducted by the National Employment Institute's Support Service for Business Start-up (SACE) in Barcelona point in the same direction, although a 10-year follow-up/evaluation is not yet available.

The French project is concerned with the "unemployed business starter" category in the Nord and Pas-de-Calais region. The survival rate of the businesses investigated vastly exceeds the mean failure rate. 81.5% of the enterprises concerned are still operating three years after start-up. The percentage rises to 85% for those who have completed a 300-hour course.

Factors coming into play in this high survival rate are rigorous selection and appropriate, highly personalized training. The group under study now encompasses approximately 1500 existing small businesses, which are being followed up under a project which began in 1980. The responsible organization is a network of 8 "boutiques de gestion" or "management shops" in the Nord/Pas-de-Calais region, grouped together in the "ESPACE" Study Centre. The average workforce (including the starter) for the businesses which survive is 5.1.

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The German study was carried out by the Saarland Chamber of Crafts in 1987 and relates to a group of 4973 small businessmen who set up an enterprise or business between 1975 and 1985.

This study, too, records a survival rate of 83% after 3 years and 73% after 5 years.

The quoted factors contributing to the success of these start-ups include the following: counselling given by the Chamber of Crafts, government help with funding and, especially, the provision of compulsory training, which implies high vocational competence on the part of the business starters.

We cannot consider these studies in detail, but they are full of positive suggestions for those organizing programmes for business starters, and the reader's attention is directed to the original research mentioned in the References.

CONCLUSIONS

The total number of businesses started annually in the EC countries now exceeds one million.

These small enterprises account for a third of new jobs.

A large percentage of these start-ups, including all those undertaken by unemployed business starters, receive financial help from the state, which is allocating substantial sums to these programmes. This money is, of course, well invested, but it seems that the returns on the investment could be increased still further by guaranteeing advice or training and post-start-up backing to all those having recourse to public funds.

Almost half these newly created businesses disappear before the completion of their third year.

We still have much to investigate before we can claim that effective criteria for selecting the projects to be funded and good back-up training are factors relevant to improving the business survival rate, but there is no doubt that the research which has been consulted does point in this direction.

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One of the studies (ESPACE, 1989) does raise the question whether participation in certain management training courses should be made compulsory for those unemployed who seek to establish a business with financial help from the state.

To sum up, this is an important issue which still presents many unsolved problems including the manner in which basic data and comparable statistics are to be obtained, the extent to which enterprises themselves contribute to job creation and which sectors contribute the largest share.

Other points also arise such as the very concept of business success and failure, since the survival rate alone is an inadequate indicator.

Lastly, a detailed study will have to be made of assistance mechanisms, of the support policies brought to bear and, in particular, of the type of training programmes which most benefit the business starter. It is the purpose of the study now in progress to supply some information and food for thought on these matters, and the results will be published very shortly.

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Explanatory note:

The information contained in this CEDEFOP Flash is based both on the research commissioned by the Centre at the start of 1990 on "The effects of policies intending to stimulate business start-ups. A comparative analysis in four EC countries" and on the papers presented to the workshop on the same subject organized by CEDEFOP (June 1990). Details of all the studies are given in the References.

A detailed overall synthesis will be published shortly together with each of the basic studies in five languages (English, French, German, Italian and Spanish).

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